



# **NSRAC 2008 Panel Discussion**

**Seattle, Washington  
October 1, 2008**

**Internet Access and Sponsorship  
Programs at SRAs and Travel Plazas**

# Participants

## ◆ Moderator

- David Baraniak
  - ◆ President, ZOOM LBS

## ◆ Panelists

- Andy Keith
  - ◆ TxDOT Director, Safety Rest Area Program
- Rob Williams
  - ◆ MnDOT Rest Area Program Manager
- Hari Kalla
  - ◆ FHWA MUTCD Team Leader

# Agenda

- I. Rest Area Technology Program Review
- II. Texas DOT Rest Area Program
- III. Minnesota DOT Rest Area Program
- IV. FHWA Acknowledgement Sign Program
- V. Panel Discussion, Audience Participation & Survey

# Rest Area Technology Projects

- ◆ Texas
- ◆ Iowa
- ◆ Kansas
- ◆ Florida
- ◆ Michigan
- ◆ Oregon
- ◆ Washington
- ◆ California
- ◆ Kentucky
- ◆ Minnesota
- ◆ Pennsylvania Turnpike





# Rest Area Vision

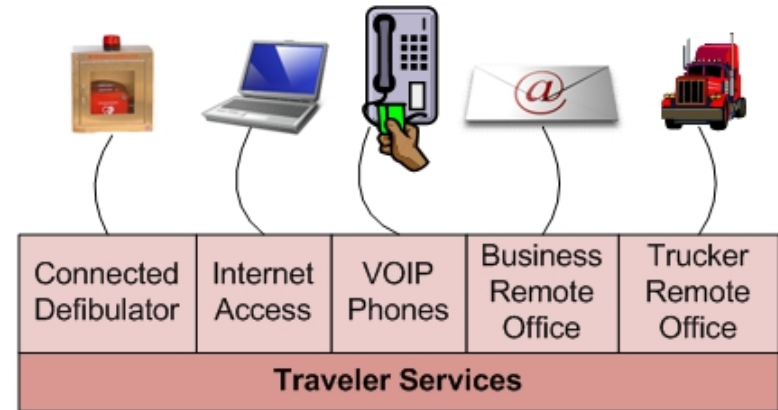
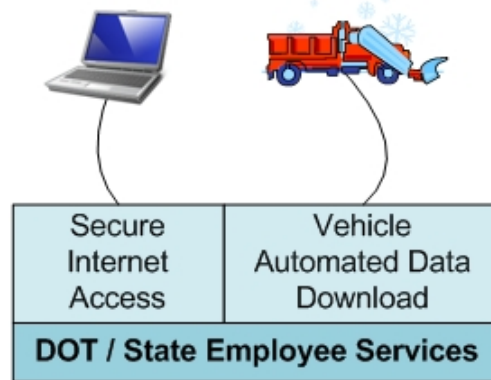
- ◆ Build communications and Information portal
- ◆ Provide multi-purpose technology base
- ◆ Create new source of income for DOTs
- ◆ Boost state tourism and economic development



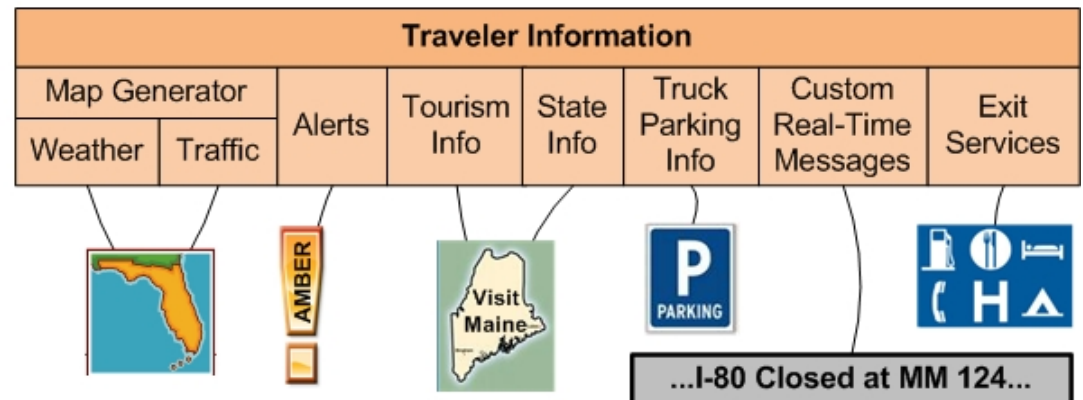
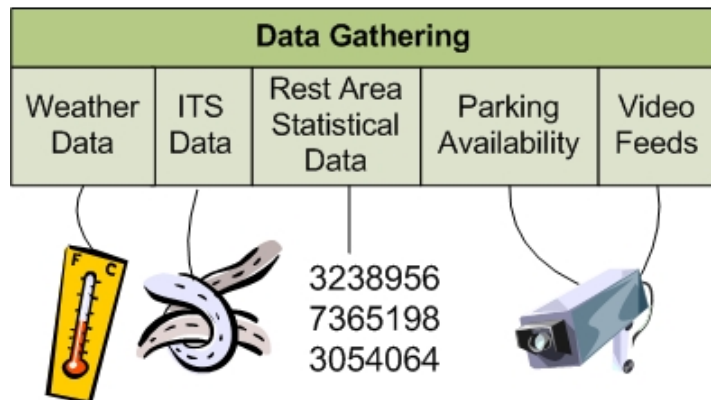
# SRA Technology Goals

- ◆ **Traveler Acceptance** – Travelers like the services, information and Wi-Fi
- ◆ **Useful Traveler Information** – Help enhance safety and emergency response
- ◆ **Well-Maintained** – Electronic systems work all the time. Good traveler support systems in place
- ◆ **Lawful** – Works within Federal and State highway advertising and signage laws
- ◆ **Economic Development** – Helps expand state economic opportunity and tourism
- ◆ **Expansive Technology** – Designed to support add-on applications in ITS, Public Safety, DOT, DHS and more
- ◆ **Profitable** – Creates a business model that helps subsidize equipment and SRA operational costs

**DOT**



**ZOOM Real-Time  
Location-Based  
Traveler Information  
System**



# Internet Connectivity Technology

- ◆ Internet Service Providers
  - DSL
  - Satellite
  - Cable
  - Fiber
  - Point to Point
  - Air Cards
- ◆ Standards
  - 802.11....a to p
  - WiMax
- ◆ Access Point Radios
  - In building, parking lots and ROW



**Wireless Internet**

Available on Grounds and Parking Lot

Florida Department of Transportation

For WiFi Help Call 1-866-202-0224



# Uniform Branding across US





Welcome to Texas's interstate wireless internet service.

Explore the following tabs for great insights into cultural and historical attractions, theme parks, or where you can find your favorite restaurants. Also get real time updates on traffic and weather.

**CURRENT WEATHER:**  
76°F  
UV INDEX 1 Low  
WIND From NE at 8 mph  
Humidity 70%

**YOU ARE HERE**  
Eat Fun Sleep

**Area Food and Lodging**  
**Latest Weather Conditions**  
**Real-Time Traffic Updates**  
**Experience Michigan**

**Construction @ mile post 241. Mainline southbound.1 lane(s) affected, Right Lanes lane(s) closed. Accident @ mile post 62 M**



Welcome to Florida's interstate wireless internet service.

Explore the following tabs for great insights into cultural and historical attractions, theme parks, or where you can find your favorite restaurants. Also get real time updates on traffic and weather.

**Current Temperature**  
Miami 98 F

**YOU ARE HERE**  
Click here to view Map

**Click here for Internet Access**

**Area Food and Lodging**  
**Latest Weather Conditions**  
**Real-Time Traffic Updates**  
**Experience Florida**

**Construction @ mile post 241. Mainline southbound.1 lane(s) affected, Right Lanes lane(s) closed. Accident @ mile post 62 M**

# Location-Based Traveler Information



## *icompass* MICHIGAN

Welcome to Michigan's highway wireless internet service

Explore the following tabs for great insights into cultural and historical attractions, theme parks, or where you can find your favorite restaurants. Also get real time updates on traffic and weather.

- Area Food and Lodging
- Latest Weather Conditions
- Real-Time Traffic Updates
- Experience Michigan

### I-94 MICHIGAN Chelsea Rest Area



Click here for Internet Access 



Powered By ZOOM INFORMATION SYSTEMS

Acceptable Uses Policy

The Michigan



# Sponsored Traveler Information



**icompass** MICHIGAN

I-75 Michigan  
Welcome Center



Harbor  
Beach  
Light



## Area Food and Lodging

### McDonalds

734-424-0461

### Ann Arbor

101 BAKER RD, Dexter,  
MI, 48130

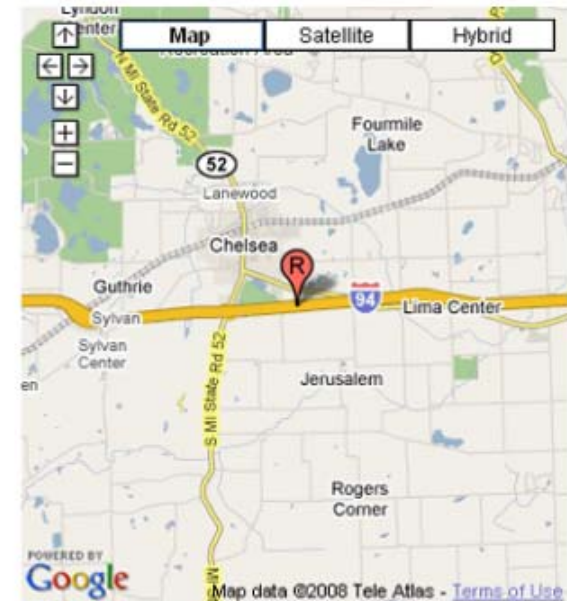
EATING PLACES;  
MCDONALD'S  
RESTAURANTS

### Restaurants

### Hotels

### Gas

Name	Distance	Exit
<u>Stivers Restaurant</u>	1.4	I-94 Exit 162
<u>Arby's/T.J. Cinnamons</u>	6.4	I-94 Exit 167
<u>McDonalds</u>	6.5	I-94 Exit 167
<u>Sharon Mills Event</u>	7.3	I-94 Exit 167
<u>Metzger's</u>	8.7	I-94 Exit 169



Click here for  
Home  
Page



# Giving travelers a fast way to find what they are looking for



I-75 Michigan  
Welcome Center



Area Food and Lodging

Super 8 Motel  
734-741-8888  
Ann Arbor  
2910 Jackson Ave, Ann Arbor, MI, 48103  
HOTELS & MOTELS

RestaurantsHotelsGas

Directions

 I-94 E

12.1 mi (about 13 mins)

1. Head east on I-94 E

2. Take exit 172 toward I-94/Ann Arbor

3. Slight left at Jackson Ave

4. Turn right at Gralake Ave

5. Turn left at Hilltop Dr

11.5 mi


0.3 mi

472 ft

46 ft

0.1 mi



Click here for Home Page 

Powered By ZOOM INFORMATION SYSTEMS



# Business Model - What Worked and What Did Not!

## Not Working:

1. No Cost to DOT by contractor
  - ◆ Contractors failed
  - ◆ DOT left holding the bag
  - ◆ No one bidding on these RFPs now (NC, IL)
2. Traveler charged for WiFi
  - ◆ Too many connectivity options available via other mechanisms
  - ◆ Not enough logins to justify system (WA)

# Business Model - What Worked and What Did Not!

## Working now:

- DOT owns hardware
- DOT Contracts for support
- DOT Contracts for revenue generation
  - ◆ Contractor shares revenue with DOT
  - ◆ Contractor maintains systems components

## Working Variation:

- Risk sharing
- Sponsorship funds technology

# Business Model Revenue Generation Opportunities

- ◆ WiFi access for a fee (after a free period)
- ◆ WiFi access is free
- ◆ Interactive Display / Kiosk advertising
- ◆ Traveler Information Monitor Sponsorship
- ◆ Entire Rest Area Sponsorship
  - Technology platforms
  - Platform branding
  - Acknowledgement Signing: Buildings, Ramps, ROWs

# Sponsorship Opportunities

- ◆ WiFi splash pages
- ◆ Kiosks
- ◆ LCD monitors
- ◆ Backlit displays
- ◆ Hardware and electronic branding
- ◆ Phone coupons
- ◆ ROW radio for weather and traffic
- ◆ Live and predictive traffic
- ◆ Uniform branding, look and feel across states



# Why Rest Area Sponsorship is Needed!



# Sponsorship Programs

- ◆ Sponsor Revenue Streams Support
  - Technology installation, operation and maintenance
  - Safety messages
  - General maintenance
- ◆ Acknowledgement Signage
  - ROW
  - Ramps
  - Buildings
- ◆ Sponsor Logo and Message
  - WiFi, kiosks and LCD monitors
  - Branded bezels
- ◆ DOT partnership
  - Press releases
  - Joint participation at on site events
  - Local events

# Sponsored Traveler Information Monitors



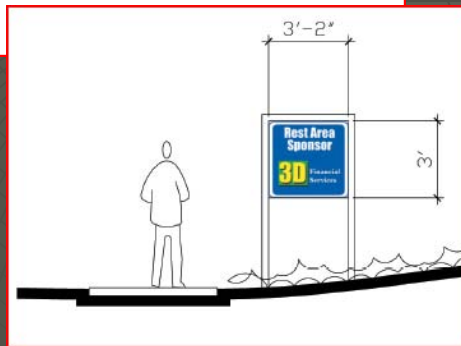


# Sponsored Acknowledgement Signage

Sign Size and Layout for Sponsorship Advance Sign (Interstate Highways)



9.0" Radius, 1.5" Border, White on Blue;  
 "REST AREA" D; "SPONSOR" D;  
 9.0" Radius, 1.5" Border, Blue on White;  
 Rounded Rectangle 1.5" Radius Green;  
 "Rimrock" D; "Financial Inc" D;





# Revenue Model

- ◆ Net Revenues shared between contractor and DOT
- ◆ Technology platforms create advertising and sponsorship revenue streams
- ◆ Revenue shared with DOT
- ◆ Advertising
  - WiFi, Kiosks, Monitors and Backlit Displays
- ◆ Sponsorships
  - Technology platforms
  - ROW, ramps and buildings
  - Branding

# Revenue Generation Projections

## ◆ Gross Revenue

- Advertising
- Sponsorships
- WiFi

## ◆ Net Revenue Splits

- DOT participation
  - ◆ Contractor 80% from day one
  - ◆ DOT 20% from day one
- No DOT participation
  - ◆ Contractor 100% until hard costs recovered
  - ◆ DOT 20% after hard costs recovered

# TxDOT Proposed Revenue Projections

Estimate	TxDOT "up front" money	At end of year 1	At end of year 2	At end of year 3	At end of year 4	At end of year 5	Total
Conservative	\$366,000	\$126,212	189,318	\$252,424	\$315,530	\$378,635	\$1,262,118
Optimistic	\$366,000	\$252,424	\$368,408	\$457,954	\$521,060	\$584,165	\$2,184,011

Estimate	TxDOT "up front" money	At end of year 1	At end of year 2	At end of year 3	At end of year 4	At end of year 5	Total
Conservative	\$0k	\$0	\$0	\$252,424	\$315,530	\$378,635	\$946,589
Optimistic	\$0k	\$0	\$0	\$457,954	\$521,060	\$584,165	\$1,563,179

- ◆ Sponsorship represents 75% of Revenue
- ◆ Advertising represents 25% of Revenue

# Why is Rest Area Sponsorship so Important?

- ◆ Significant Revenue to support:
  - Technology installation, operation and maintenance
  - DOT messaging
  - Live weather and traffic
  - Safety programs
  - Rest Area general maintenance
- ◆ Public / Private Partnership



# Iowa Rest Area Statistics

## ◆ Viewers

- WiFi Splash Page
  - ◆ Page one showing DOT links
  - ◆ Exit Guide page two
- Kiosks
  - ◆ Main page showing DOT links
  - ◆ Advertiser clicks
  - ◆ Advertiser page views



## Rest-Area Locations

# IOWA

Rest-Area Visitor  
Annual Statistics:  
18,000,000 visitors per year

Rest-Area Location	Visitors	Rest-Area Location	Visitors
I- 80, Davenport	1,017,225	I-35, Northwood	638,636
I-80, Wilton	1,286,829	I-35, Dows	584,683
I-80, Tiffin	1,208,023	I-35, Story City	1,093,501
I-80, Victor	841,519	I-35, Ankeny	895,864
I-80, Grinnell	1,013,684	I-35, Osceola	749,954
I-80, Mitchellville	949,226	I-35, Decatur	767,864
I-80, Waukee	911,319		
I-80, Adair	1,000,549		
I-80, Underwood	721,662		
I-80, Total	8,950,036	I-35, Total	4,691,502
I-380, Cedar Rapids	944,102	I-29, Pacific Junction	682,091
		I-92, Missouri Valley	745,365
I-380, Total	944,102	I-92, Onawa	512,487
		I-29, Sergeant Bluff	516,979
I-680, Loveland	414,272		
I-680, Total	414,272	I-29, Total	2,456,922

# Iowa WiFi Splash Page



Iowa Department  
of Transportation

## Iowa's Interstate Rest Area

**Story City Rest Area, I-35 Exit 120NB**

Welcome to Iowa's interstate rest area wireless Internet access.

Click on the icons to the right for traveler information.

Click on the button below to go to the Internet.

This wireless connection is not part of a secure network. All users should take precaution when transmitting sensitive, financial or personal data.





# Iowa Kiosk



# Advertising Programs

## ◆ Exit Guides Overview

- Banner Ads
- Map listings
- Live links

## ◆ Coupons

## ◆ ATMs

## ◆ Others?



Billboard Style Ad

Small= \$960 annually/location  
Large= \$1,440 annually/location

# Typical Clients

- ◆ Regional Restaurant Chains
- ◆ Hospitality Management Groups
- ◆ Truck Stops/Trucking Service
- ◆ Convention & Visitor Bureaus
- ◆ Attractions



# Exit Guide Ads & Electronic Coupons



Iowa Department of Transportation

## Exit Guides

Map Satellite Hybrid

**Holiday Inn**  
I-80 Exit 225  
319-668-1175  
Williamsburg  
Click the Icon

**Holiday Inn**  
HOTELS · RESORTS

www.holidayinn.com

221 1st Avenue, Williamsburg, IA 52090

Click the Icon on the map for more Info

Rest Areas  
Exits  
Hotels  
Restaurants  
Gas  
Attractions  
Redraw

Statewide Exit Guide Map Ad

\$900 annually  
(Viewable statewide)



Up to 25 % off  
Room Rate



Days Inn  
I-80 Exit 60



Settle Inn  
& SUITES  
I-80 Exit 40



SUPER 8  
MOTEL  
I-80 Exit 46,93

To receive SMS message coupon enter your phone and select a location

Enter Phone

Cell Phone:

Select Location

- Super8 Stuart, I80 Exit 93
- Super8 Walnut, I80 Exit 46
- Days Inn Atlantic, I80 Exit 60
- Settle Inn Harlan, I80 Exit 40

**Send**



**Send**

# Advertising Reports

- ◆ Regular click reports for all advertisers
  - Amana Colonies
  - I-80 Truck Stop
  - Isle of Capri Casino
- ◆ Electronic Coupons
- ◆ ROI

# Sample Advertising Report

Monthly Advertising Summary Report									
<u>Rest-Area Location</u>	<u>June Views</u>	<u>June Clicks</u>	<u>June Hit Ratio</u>	<u>July Views</u>	<u>July Clicks</u>	<u>July Hit Ratio</u>	<u>August Views</u>	<u>August Clicks</u>	<u>August Hit Ratio</u>
I-80, Davenport	941	252	27%	1398	318	23%	1231	310	25%
I-80, Wilton	836	99	12%	1469	242	16%	1186	217	18%
I-80, Tiffin	665	114	17%	1120	303	27%	956	226	24%
I-80, Victor	550	87	16%	987	156	16%	837	135	16%
I-80, Grinnell	334	81	24%	968	159	16%	881	112	13%
<b><u>Totals</u></b>	<b>3326</b>	<b>633</b>	<b>19%</b>	<b>5942</b>	<b>1178</b>	<b>20%</b>	<b>5091</b>	<b>1000</b>	<b>19%</b>
Campaign Totals YTD (June 1, 2008)									
<u>Rest-Area Location</u>	<u>Total Views</u>	<u>Total Clicks</u>	<u>Ave Hit Ratio</u>						
I-80, Davenport	3570	880	25%						
I-80, Wilton	3491	558	16%						
I-80, Tiffin	2741	643	23%						
I-80, Victor	2374	378	16%						
I-80, Grinnell	2183	352	16%						
<b><u>Totals</u></b>	<b>14359</b>	<b>2811</b>	<b>19%</b>						

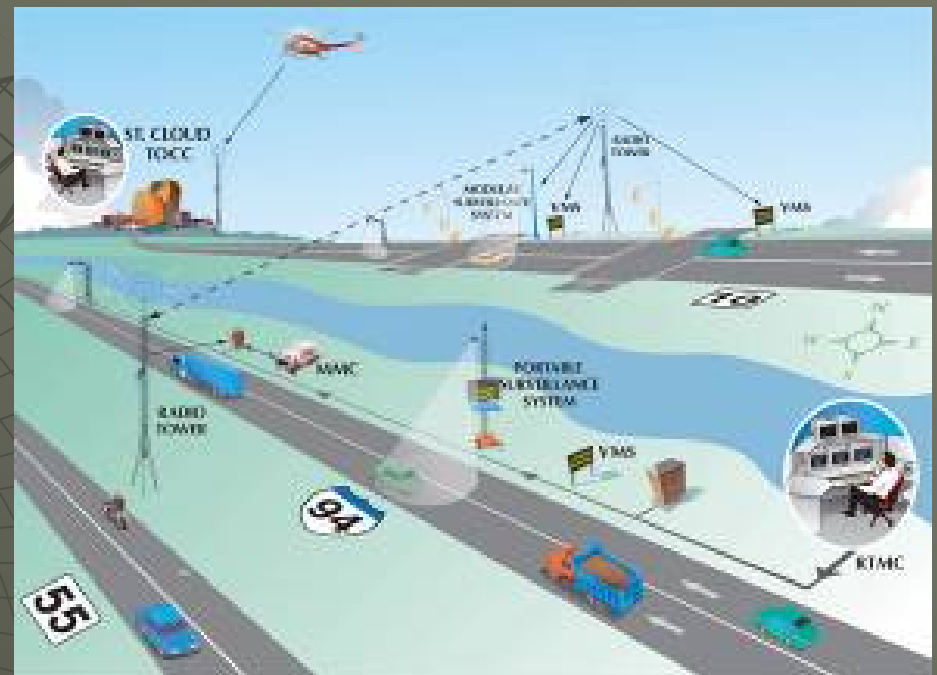


# Advertising is Working

- ◆ 50% of travelers clicked on one of our advertisers (5,323/10,632)
- ◆ Most clients receive “hit rates” that exceed traditional forms of advertising

# Rest Area WiFi enables ITS Applications

- ◆ Truck Parking
- ◆ Communicating to vehicles
- ◆ Live / predictive traffic and weather to vehicles
- ◆ ITS Rural Data Gathering



# Texas DOT

- ◆ Overview
- ◆ Maps
- ◆ Monitoring
- ◆ Revenue Generation
- ◆ Splash pages
- ◆ Future applications



# Texas Wi-Fi Usage

## Daily Login Report

Daily Login Report for : 2008-08-31

#	Location Name	Daily Session Count	MTD Session Count	MTD Minute Count
1	10479-Bolivar Reststop	39	282	7103
2	7931-Live Oak	7	220	7683
3	7939-Victoria CountyRestArea	9	431	16669
4	7970-Orange CountyTIC	6	437	21966
5	8028-Orange CountyRestArea	8	462	21165
6	8031-HarlingenTIC	11	615	27234
7	8032-Brooks CountyRestArea	3	140	4331
8	8033-Kennedy County	6	101	2881
9	8034-Live Oak	9	389	13227
10	8056-hale	5	281	9091
11	8155-VanZandt CountyRestArea	19	342	17223
12	8156-WaskomTIC	19	405	19927
13	8158-TesokanaTIC	11	219	14227
14	8171-Franklin CountyRestArea	8	578	30289
15	8173-GainesvilleTIC	14	597	32533
16	8175-DenisonTIC	7	399	25204
17	8177-Wichita FallsTIC	0	0	0
18	8183-Danley	19	539	27005
19	8187-Gray County#0	5	397	18766
20	8190-AmarilloTIC	11	481	27571
21	8193-AnthonyTIC	5	261	14073
22	8195-Langtry	17	283	20979
23	8197-LaredoTIC	4	174	12557
24	8210-Coleman	26	417	17368
25	8262-Bell	6	274	9370
26	8263-Medina	1	65	1364
27	8353-Comal CountyRestArea	23	958	57056
28	8380-Medina IHB5	16	731	38691
29	8384-Nolan	27	498	24172
30	8385-Callahan	2	142	5813
31	8386-Elis	13	329	13949
32	8387-Sutton	8	207	7338

62	9413-Galveston Ferrylanding	12	233	8828
63	9993-Hardeman Southside	7	74	2755
64	9994-Polk	0	0	0
65	9995-Walker	0	0	0
66	9996-Bell Co. North Bound	0	0	0
67	9997-Bell Co. South	0	0	0
<b>Total Count</b>		<b>637</b>	<b>18815</b>	<b>897237</b>

- ◆ Over 600 Users/day
- ◆ ~19K Users/month
- ◆ Average connection - 37 minutes



# Wi-Fi Appreciation



Comment: We were traveling on I-10 in a motor home and stopped for a rest to discover the wifi. This is wonderful--and the first state we have found this service. What a great idea!!

Comment: Hi, just wanted to thank you all for getting WiFi internet on your Rest areas. Hat's off to who ever had such a great idea. Many thanks from this rv'er.  
Silvia and Rudy

----- Start E-mail Message -----

We stopped at the Donley County Safety Rest Area. We loved it. You have interesting historical information, beautiful grounds, well kept interiors, and WiFi access. We couldn't have been more pleased.

We will definately make it a point to stop again.

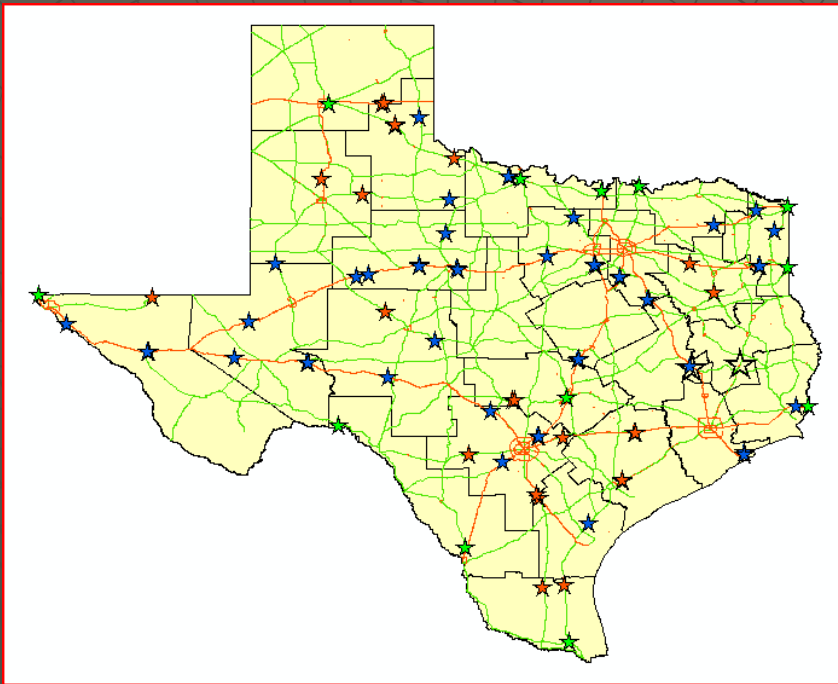
Thanks for all your hard work,  
Lisa Richardson

Comment: Hi over there! I just had to drop a note to you in this great state of Texas to say thank you so much! You are the only state I know of who has free wifi at your rest stops and I cannot begin to tell you how grateful I am to you for it. I can stay in touch with my family so much better now, because of you. I appreciate you so much and only wish some of the other states would be so kind as to follow your example. Again, thank you so much and I wish you all the very Merriest Christmas and the Happiest of Holidays!



Comment: I'd just like to express my appreciation for this wireless service at the rest areas. It allows me to stay in touch, and works great.

# 97 Rest Area Locations



- ◆ 49M Annual visitors
- ◆ 11 Travel Information Centers
- ◆ WiFi at all locations
- ◆ Sponsored Kiosks and LCD Monitors to come
- ◆ ITS Applications

# Monitoring

WiFiLAN Administration - Windows Internet Explorer

https://www.wifi-soft.net/wifilan/

Google

Go

Bookmarks

369 blocked

Check

AutoLink

AutoFill

Send to

Settings

lenovo

File

Links

WiFiLAN Administration

WiFi-soft

## WiFiLAN Administration

» Radius » Network » CRM » Billing » Admin » Portal » Help » Logout

Welcome David Baraniak

Time Interval \*

From: 08/17/2008 To: 09/24/2008 Submit

Login as of (08/17/2008)

#	Location Name	Current Status	Session Count	Month Avg	Year Avg	Days Down	7+ days Down	Days w/o Login	Last Login	09/24	09/23	09/22	09/21	09/20	09/19	09/18	09/17	09/16	09/15	09/14	09/13	09/12
1	7931-LiveOak	UP	258	6.62	7.98	0	No	0	09/24	9	7	6	11	2	6	2	7	4	12	7	6	10
2	7959-VictoriaCountyRestArea	UP	482	12.36	10.21	0	No	0	09/24	7	11	8	6	4	13	12	4	5	4	4	2	16
3	7970-OrangeCountyTIC	UP	350	8.97	13.8	4	No	10	09/24	8	7	13	2	0	0	0	0	0	0	0	0	0
4	8031-HarlingenTIC	UP	533	13.67	15.27	0	No	2	09/24	1	1	3	0	1	0	3	10	1	19	21	6	17
5	8032-BrooksCountyRestArea	UP	303	7.77	3.53	1	No	1	09/24	11	9	7	8	4	11	6	12	13	13	5	3	8
6	8033-KennedyCounty	UP	342	8.77	9.07	0	No	0	09/24	7	11	10	14	7	8	5	7	4	11	16	10	19
7	8034-Live Oak	UP	393	10.08	10.73	0	No	0	09/24	8	7	5	17	13	14	13	13	12	8	8	2	19
8	8056-hale	UP	294	7.54	7.69	0	No	1	09/24	7	8	11	3	4	9	7	3	3	5	0	3	5
9	8155-VanZandtCountyRestArea	UP	422	10.82	11.12	0	No	3	09/24	9	8	9	7	4	10	26	29	44	27	27	4	0
10	8156-WaskomTIC	UP	333	8.54	12.84	0	No	0	09/24	7	13	10	8	4	5	11	7	7	7	9	9	12
11	8158-TexarkanaTIC	UP	302	7.74	6.96	0	No	0	09/24	13	11	6	17	12	6	13	8	10	8	10	1	7
12	8171-FranklinCountyRestArea	UP	561	14.38	15.12	2	No	4	09/24	12	27	14	20	16	22	24	18	1	0	1	0	0
13	8173-GainesvilleTIC	UP	711	18.23	16.34	0	No	0	09/24	14	22	20	19	17	20	12	15	16	27	39	18	17
14	8175-DenisonTIC	UP	399	10.23	11.98	0	No	1	09/24	1	1	6	1	1	0	1	7	14	15	17	4	12

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Done

Internet | Protected Mode: On

100%

Microsoft PowerP... TxDOT maps TxDOT rest areas ... TxDOT rest areas ... Snipping Tool WiFiLAN Administr...

11:04 AM

# Monitoring Map

**WiFi-soft** **WiFiLAN Administration**

» Radius » Network » CRM » Billing » Admin » Portal » Help » Logout Welcome David Baraniak

**Network Status** **Status Change History** **List Traps**

[View Map](#) [Outages](#)

**Network Status**

**Device Search**

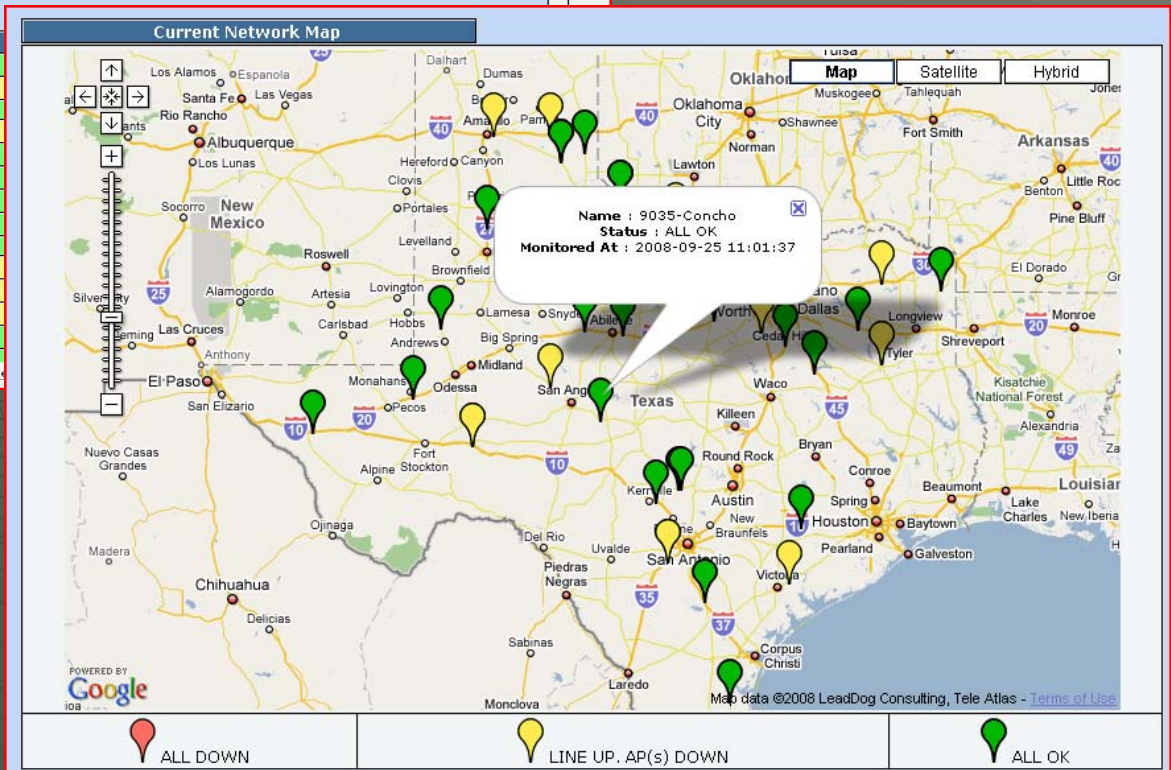
Status :  Device Name :

**Color Legend**

- Device UP.
- Device UP, AP(s) DOWN.
- Device DOWN, Modem UP.
- Device DOWN, Modem DOWN.

Current Network Status			
#	Device Name	Location	IP Address
1	7931-LiveOak	texas sra	67.142.219.26
2	7959-VictoriaCountyRestArea	texas sra	67.142.219.66
3	7970-OrangeCountyTIC	texas sra	67.47.5.146
4	8031-HarlingenTIC	texas sra	67.45.243.118
5	8032-BrooksCountyRestArea	texas sra	67.45.4.198
6	8033-KennedyCounty	texas sra	67.46.84.126
7	8034-Live Oak	texas sra	67.142.217.50
8	8056-hale	texas sra	64.207.79.98
9	8155-VanZandtCountyRestArea	texas sra	67.142.219.138
10	8156-WaskomTIC	texas sra	67.142.219.134
11	8158-TexarkanaTIC	texas sra	67.142.219.110
12	8171-FranklinCountyRestArea	texas sra	67.142.219.106
13	8173-GainesvilleTIC	texas sra	67.142.219.46
14	8175-DenisonTIC	texas sra	67.142.219.118

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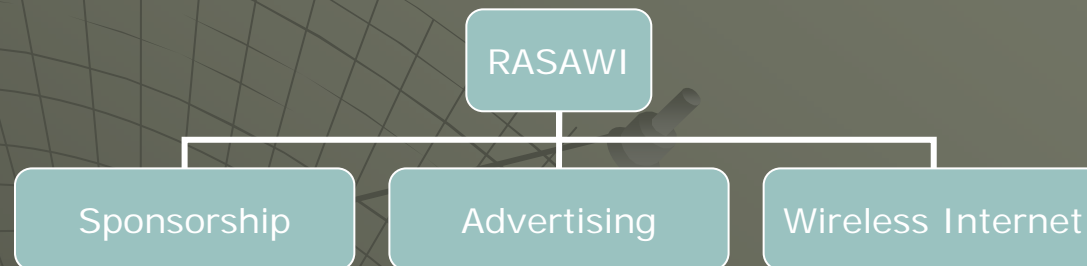
# Mn/DOT

## ◆ RASAWI

- Solution for fiscally constrained Rest Area Programs
- Revenue stream to supplement rest area funding
- Improve motorist services at little or no cost to state



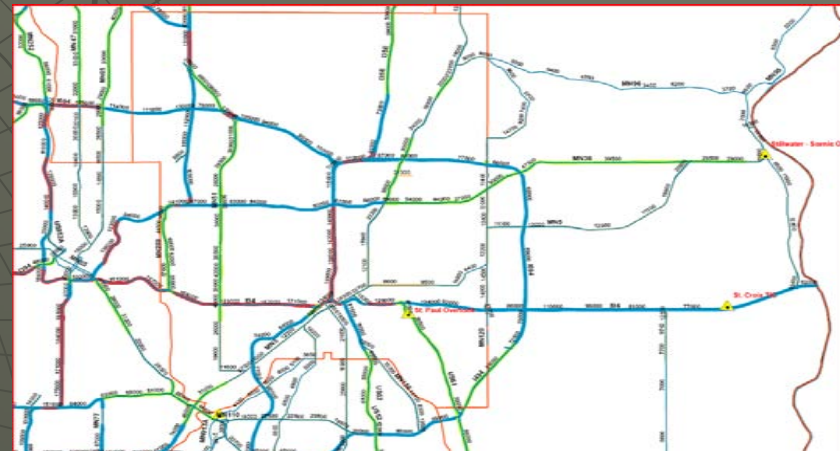
# RASAWI Program



- ◆ Acronym for three programs components
- ◆ Public/Private Partnership
- ◆ Packaged using a Unique Business Model

# A Unique Business Model

- Rest Area Sponsorship
  - ◆ A transportation or tourism-related entity pays Mn/DOT's vendor to sponsor a rest area
  - ◆ Vendor acknowledges the entity on the highway approaching rest areas and within the rest area
  - ◆ Vendor provides and maintains sponsorship acknowledgments
  - ◆ Vendor shares net profits with Mn/DOT



Sponsorship value based on mainline AADT

# A Unique Business Model

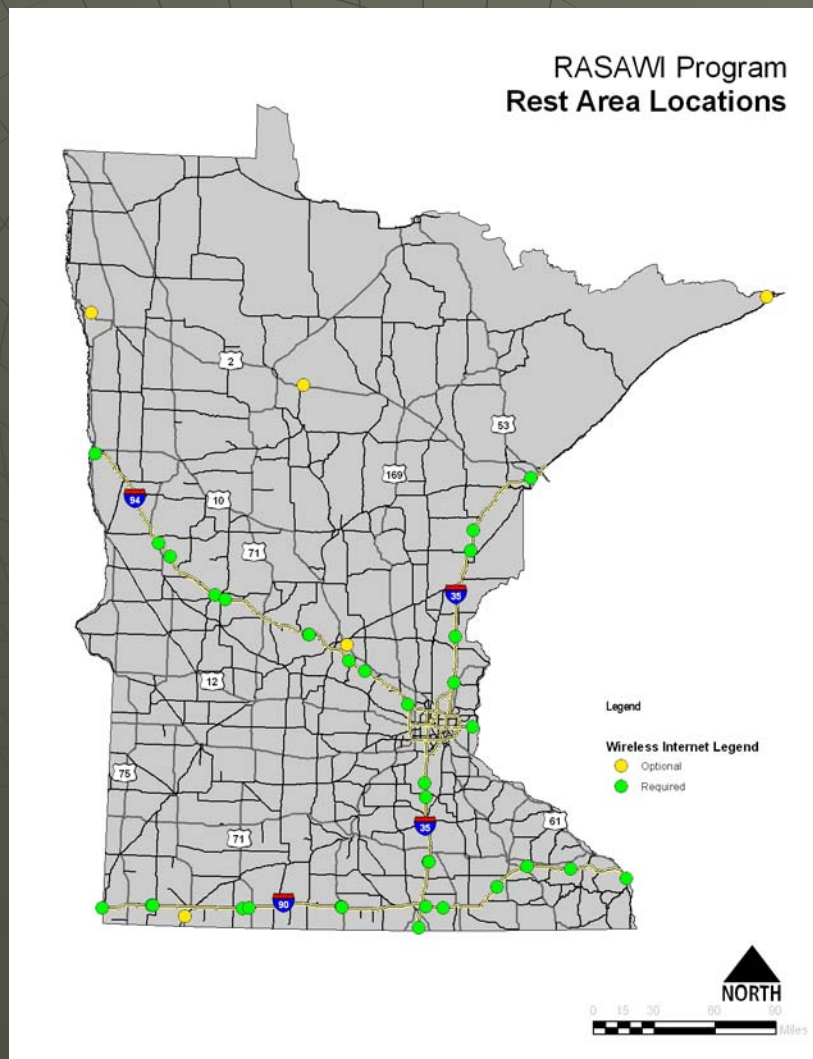
- Advertising within Rest Areas
  - ◆ A travel-related commercial entity pays Mn/DOT's vendor to advertise within a rest area
  - ◆ Vendor places and maintains advertising for that entity in the rest area
  - ◆ Vendor provides and maintains display equipment and other media
  - ◆ Vendor shares net profits with Mn/DOT



# A Unique Business Model

- Wireless Internet Access
  - ◆ Travel-related commercial entity pays Mn/DOT's vendor to sponsor wireless Internet access
  - ◆ Vendor acknowledges contributing entity through an acknowledgment on the screen viewed by motorists accessing the Internet
  - ◆ Vendor provides and maintains the wireless Internet access
  - ◆ Vendor shares net profits with Mn/DOT

# RASAWI – Scope of Program



## ◆ Sponsorship

- ◆ 85 TICs, rest areas & waysides [optional]

## ◆ Advertising

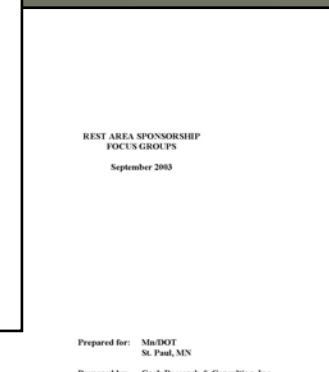
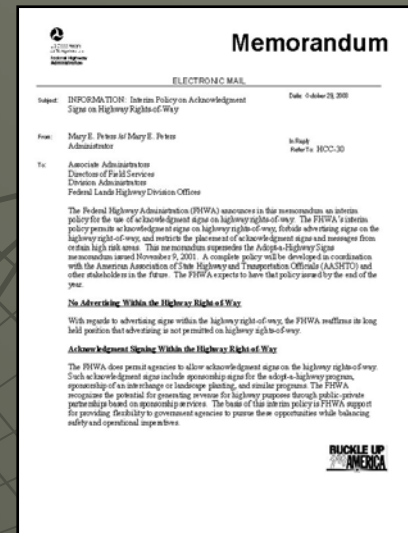
- ◆ 6 rest areas [required]
- ◆ 21 rest areas [optional]

## ◆ Wireless Internet Access & Kiosks

- ◆ 34 Interstate TICs & rest areas [required]
- ◆ 5 non-Interstate travel info centers [optional]

# A Five Year Journey


- 2003
  - ◆ FHWA issued Interim Policy Statement on acknowledgments
  - ◆ Mn/DOT completed market research on rest area sponsorship
  - ◆ FHWA Minnesota Division confirmed rest area sponsorship program aligned with FHWA Interim Policy



# A Five Year Journey

- 2004
  - ◆ Mn/DOT changed State Laws
- 2005
  - ◆ Mn/DOT detail site design for advertising and for sponsorship signs
  - ◆ FHWA issued Policy Statement on Acknowledgment Signs

Exhibit D  
FHWA Policy

 **Memorandum**

ELECTRONIC MAIL

---


Subject: **INFORMATION:** Optional Use of Acknowledgment Signs on Highway Rights-of-Way Date: August 10, 2005

From: *Original signed by*  
J. Richard Capka  
Acting Administrator Reply to  
Attn. of HOTO-1

To: Associate Administrators  
Chief Counsel  
Directors of Field Services  
Resource Center Director and Operations Managers  
Division Administrators  
Federal Lands Highway Division Engineers

It is the Federal Highway Administration's (FHWA) policy to allow the use of signs to acknowledge the provision of highway-related services. State and local programs for acknowledgment signs are growing in popularity because they can provide additional revenue for highway facility maintenance programs. Therefore, we are issuing this guidance memorandum to set forth the distinction between advertisement and acknowledgment signs, and provide guidance on the content and placement of acknowledgment signs. Although the information contained in this memorandum is considered policy guidance, the FHWA intends to propose these provisions in the rulemaking for the next edition of the Manual on Uniform Traffic Control Devices (MUTCD). The proposed rulemaking will more clearly identify standards, guidance, and options and the public will have an opportunity to provide comments.

This policy memorandum on acknowledgment signs replaces the previous policy memorandum dated October 29, 2003, and applies to both corporate and volunteer sponsorship programs. The term "highway" is used in a generic way throughout this memorandum to apply to all streets and roadways open to public travel. The guidance provided in this memorandum applies to new and modified installations and is intended to promote a degree of national uniformity and consistency. Existing acknowledgment signs already installed do not have to be changed. However, we encourage State and local highway agencies to consider the guidance provided in this memorandum when replacing or upgrading existing signs. While this guidance provides flexibility to the States and local highway agencies, attempts should be made to follow good, basic engineering practices such as simplifying sign message content, reasonable sign sizes, and minimizing driver distraction.





# Sponsorship – State Statutes

## MN Statutes § 160.2735

160.2735 Sponsorship of safety rest areas.

Subdivision 1. Sponsorship program. The commissioner may enter into agreements for public or private sponsorship of highway safety rest areas by transportation and tourism-related entities. The commissioner may publicly acknowledge sponsors and may erect signs adjacent to the main travel lanes of a highway acknowledging the sponsors. Acknowledgment on the mainline may consist of placement of up to one sign for each direction of traffic served. The placement of signs shall only be allowed:

1. as approved through the Manual on Uniform Traffic Control Devices process for experimentation,
2. in accordance with federal standards and policies, and
3. so that no sign exceeds 100 square feet. No more than three acknowledgment signs or displays may be placed at any one rest area, in addition to the mainline signs.

Subd. 2. Revenue. The commissioner shall deposit revenue from the sponsorship program to the safety rest area account established in section 160.2745.

Subd. 3. Prohibition. The commissioner shall take no action under this section that would result in the loss of federal highway funds or require the payment of highway funds to the federal government.

# Advertising & Dedicated Acct

## MN Statutes § 160.276

160.276 Travel information advertising program.

Subdivision 1. Leasing advertising space. The commissioner of transportation may lease advertising space within travel information centers and safety rest areas for the purpose of providing information to travelers through travel-related commercial and public service advertising.

## MN Statutes § 160.2745

160.2745 Safety rest area account.

Subdivision 1. Account established. A safety rest area account is established in the trunk highway fund. Funds in the account are available until expended.

Subd. 2. Deposits. The commissioner shall deposit in the safety rest area account revenue received from leasing or sponsoring safety rest areas, advertising at safety rest areas, selling safety rest area property and lands, and other revenue generated with respect to safety rest areas.

Subd. 3. Appropriation; expenditures. Money in the account is appropriated to the commissioner. The commissioner may spend proceeds of the account for safety rest areas, including program administration, maintenance and operations, development and improvements, and services to customers.

# A Five Year Journey (continued)

- 2006
  - ◆ Program development & refinement
- 2007
  - ◆ RFP developed and advertised
  - ◆ FHWA Minnesota division reviewed/approved RFP
  - ◆ Contract negotiations
- 2008
  - ◆ Contract negotiations continued

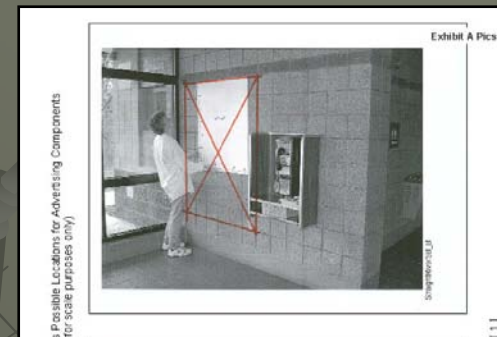


Exhibit A

**Facilities Available for Sponsorship, Advertising and Wireless Internet Components**

The table below indicates which KASAW Program components are required, optional and permitted at specific facilities.

Legend:

- Component Required
- Component Optional
- X Component Not Permitted

KASAW COMPONENTS		FACILITY NAME AND LOCATION										COLUMN E
Sponsorship	Advertising (see Column D)	Wireless Internet	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Estimated Maximum Available Wall Space for Advertising in Square Feet (Refer to Exhibit A for additional info)
			Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	Rest Area	
□	X	•	Adrian Lee TFC	TFC	IS	1.12	northbound	0.1 mi S of Adrian, Lee	Phelps County			20K
□	□	•	Deight River SB	Chert	IS	34.89	northbound	7.1 mi S of Onamia	Steele County			7.5 SV
□	□	•	Deight River SB	Chert	IS	34.96	northbound	7.1 mi S of Onamia	Steele County			54 SV
□	□	•	Health Creek	Chert	IS	48.12	northbound	9.1 mi N of Fairbairn	Rice County			8.6 SV
□	□	•	New Market	Chert	IS	75.29	northbound	3.1 mi N of 5.1 mi S of New Market	Scott County			7.1 SV
□	□	•	Forest Lake	Chert	IS	131.0	2	northbound	0.1 mi S of Forest Lake	Washington County		2.9 SV (Optional) (1) 2'x8' Existing Wall Displays (Overhead signs and mobile)
□	□	•	Geese Creek	Chert	IS	144.0	6	northbound	1.5 mi N of Geese Creek	Chicago County		17 SV
□	□	•	North River	Chert	IS	307.9	1	northbound	5.0 mi N of Sandstone	Phelps County		7.5 SV
□	□	•	General Andrew	Chert	IS	200.8	2	northbound	2.0 mi N of General Andrew	Phelps County		7.5 SV
□	X	•	Thompson Hill TFC	TFC	IS	100.3	7	northbound	0.1 mi S of Thompson Hill	Steele County		20K

Exhibit A  
Page 1 of 1

# A Five Year Journey Halted

- ◆ FHWA Washington rejected use of mainline sponsorship sign
  - Where service provided
  - Motorist distraction
- ◆ Mainline sign critical to sponsorship viability
- ◆ Contract award halted
- ◆ Mn/DOT desires to continue but needs FHWA approval
- ◆ Possible Next Steps
  - Option 1  
Research » Implement
  - Option 2  
Pilot Project » Research » Implement
  - Option 3  
Repackage » Research » Re-advertise » Implement
  - Option 4  
Abandon RASAWI business model and find other funding sources





# FHWA

- ◆ Current ROW Acknowledgement Sign position
- ◆ August 2005 Memo and amendment clarification
- ◆ Public / Private Partnerships between states and sponsors encouraged by FHWA
- ◆ FHWA clarification on ROW Acknowledgement Signage
  - Opening Pandora's box?
  - What is allowable on ROW
    - ◆ Service is available at rest area ahead
    - ◆ Sponsor is providing support / revenue for service
  - Timetable for clarification
- ◆ Requests input from Rest Area community

# Audience Participation and Survey

- ◆ Public / Private Partnerships
- ◆ Traveler and DOT Information
- ◆ Safety Rest Area Revenue Generation
- ◆ Safety Rest Area Acknowledgement Signage
- ◆ Other Areas of Interest

## NSRA 2008 Survey Form – SRA Technology

Agency: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

NOTE: Individual responses will not be shared

Please rate your level of interest	Low				High
1. Public / Private Partnerships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Traveler and DOT Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Safety Rest Areas to communicate traffic and weather information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Safety Rest Areas to promote regional tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Safety Rest Areas to promote general state economic development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Safety Rest Areas to gather traveler survey information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing WiFi to travelers at Safety Rest Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Safety Rest Areas to gather intelligent transportation systems data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Methods to enhance safety by getting travelers to stop and rest at SRAs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using systems to gather and distribute Safety Rest Area parking availability data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Safety Rest Area Revenue Generation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
via In-SRA Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Via SRA Sponsorship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Safety Rest Area Acknowledgement Signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On Ramps and SRA grounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On mainline highway ROW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other Areas of Interest:

# Contacts

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- Hari Kalla
  - ◆ [hari.kalla@dot.gov](mailto:hari.kalla@dot.gov)